GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Tourism – Duties and functions of Regional Director, Tourism (RDT) and Executive Director, APTDC – Jurisdiction, Job/Work Profile etc. – Orders –Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (T) DEPARTMENT

G.O.RT.No. 114 Dated: 18-04-2016

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ORDER:

The Government is very keen to promote the major Tourism Hubs of Andhra Pradesh Viz: Visakhapatnam, Konaseema - Rajahmundry – Kakinada, Amaravati- Vijayawada, Tirupati and Ananthapuramu – Kurnool - Kadapa as Tourism Hubs. The development of Tourism Hubs will create the ripple effect and spread to all tourist attractions in the region in the Hub and Spoke Model.

2. With this intention, senior officers have been appointed as Regional Executive Directors / GMs at Visakhapatnam, Vijayawada, Rajahmundry, Tirupati and Ananthapuramu to look after all Tourism related functions in their regions. For administrative convenience, these officers are appointed through A.P. Tourism Development Corporation (APTDC) and designated as ED / GM in the APTDC.

3. A jurisdiction and Job/ Work profile order was issued vide APTDC /Admn/P1/ 59/ 2015, dated 18.11.2015. Now that all Regional Officers are posted / in process of posting, to bring clarity about the functioning of the Regional Offices, it is decided to issue the specific orders in the matter. Accordingly, Government hereby issue the following orders:-

(1) The senior officers (Regional EDs/GMs) appointed at each of the hubs will look after functions, which in head office relates to Commissioner of Tourism, A.P.Tourism Development Corporation (APTDC) and of Project Management Unit (PMU), Secretariat. Therefore, Government hereby designate them uniformly as “Regional Director, Tourism (RDT) and Executive Director, APTDC”.

(2) The Managing Director, APTDC, the Commissioner of Tourism and the Chief, PMU are also authorised to delegate functions to these Regional Directors, Tourism and Executive Director, APTDC so as to ensure speedy and effective implementation of all Tourism Projects / activities.

(3) The jurisdiction of Regional Director Tourism & ED / GM, APTDC shall be as given below:

Jurisdiction	**Jurisdiction Districts**
Regional Director Tourism & ED,APTDC, Visakhapatnam	Visakhapatnam, Vizianagaram, Srikakulam Districts
Regional Director Tourism & ED,APTDC, Rajahmundry & SO, Akhand Godavari Project	East Godavari, West Godavari Districts
Regional Director Tourism & ED,APTDC, Vijayawada	Krishna, Guntur, Prakasam Districts
Regional Director Tourism & ED,APTDC, Tirupati	Nellore, Chittoor Districts (*)
Regional Director Tourism & ED APTDC Ananthapuramu	Ananthapuramu, Kurnool & Kadapa Districts

* The Regional Director Tourism & ED, APTDC, Tirupati shall also coordinate Tourism Development in parts of Kadapa District, which can be covered from Tirupati Hub, in coordination with Regional Director Tourism & Executive Director, APTDC Ananthapuramu.

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4. **Job/Work Profile**:
The functions of the Regional Director, Tourism & ED, APTDC shall be as follows:

4 (i) Private Investments in Tourism Sector: The Regional Director Tourism and ED, APTDC shall promote private investment in the Tourism Sector. For this purpose he shall continuously identify new tourism projects and services, keep on updating the shelf of projects for private investment, promote investment among entrepreneurs etc. He will also conduct investors meet for promoting investments in tourism sector. For the investors who have already shown interest he will facilitate and assist the investors in identification of suitable sites, receipt of necessary permissions / approvals through the Single Desk System, etc. and facilitate the grounding, commissioning and proper running of all the Tourism Projects. He shall put in a system of periodic review / consultation with private investors so that the projects are grounded and commissioned in time bound manner and run smoothly.

(4) (ii) PPP Projects in Tourism Sector: The Regional Director Tourism and ED APTDC will be responsible for identification of new Tourism Projects and services which can be taken up in PPP Mode, submission of the project outline to the Head Office with full site / land details, assist the agency in preparing of the bid documents and bidding of the PPP
projects, etc. He shall also be responsible for facilitation, obtaining of clearances through Single Desk System, and monitoring the implementation and supervision of all the PPP Projects, take action as per the agreement and also send periodical reports to the Head Office. He shall also be responsible for implementation and monitoring all the PPP Projects, including those which have been executed in the past including projects which have not been fully completed, as well as projects which are commissioned. The supervision and review of the completed project is to ensure that the development and service obligations as prescribed in the PPP agreements are fully complied with.

(4) (iii) Government Projects in Tourism Sector: As far as Government executed projects are concerned, the Regional Director Tourism and EDs will assist in identification of the suitable projects which will enhance tourist experience and will also improve the amenities and facilities at the Tourism sites. He shall be responsible for preparation of designs, estimates etc for such identified projects. For the sanctioned works, he shall be responsible for constant facilitation, obtaining of clearances, supervision, monitoring and review of the whole implementation. He shall ensure that the works are executed as per designs to best quality standard economically. He shall oversee the implementation of all Government funded Tourism projects including all the Central Government funded projects, State Government Budget Projects, Local Tourism Projects sanctioned at district level and other projects approved by Andhra Pradesh Tourism Development Corporation, Director of Archaeology & Museums, Director of Culture etc. For all projects, he shall put in a system of periodic review like PERT etc, so that the projects are monitored for implementation and completion in a time bound manner.

(4)(iv) Tourism Product: Tourism Product development would be undertaken for each tourist attractions by the Regional Director, Tourism and ED APTDC in the hub and spoke model. Product Development would typically include the following:

Tourist Touch Points	Initiatives / Services
Airports / Railways Stations	Photos/ Wall papers of Tourist attractions at Strategic Locations
	Setup of Tourist Information and Reception Desk
	Taxi Services
	Forex Counters
Transport Services	Taxi Services in City; Taxi Services to Tourist attractions
	Bus Services to Tourist attractions
	Tour Packages **(*)**
	Setup bell desk in Star and Major Hotels, well versed in Tourist Information and Transport services.
Signages	City Signages for Airport, Railway Station, Hotels, Tourist attractions.
	Highway Signages for City and Tourist Attractions
	Improvement of city life/Eating out options / Lounges

Cityscape	Setting up of shopping streets / bazaars
	Cultural programs – regular ticketed well publicized Cultural programmes
	Security arrangements in City & all Tourist attraction
Tourist Attractions	Tourist Attraction Area Master Plan & Investment Plan
	Tourist Amenities centre at all attractions
	Guides, AV Guides and Kiosks

(*) Tour packages: Development of Tour Packages as a part of Product Development is a very important component of product development. The Regional Director Tourism and ED will take necessary action to develop tour packages, invite tour operators to run the tour packages and assist the tour operators in successful operation of tour packages.

(4).(v) Land Bank: For private investment, PPP as well as Government Projects, it is imperative that suitable Land Bank is maintained at the Regional Office. For this, it is required that the Regional Director Tourism and Executive Director would be in constant touch with Collectors, Joint Collector, RDO, Tahsildar etc and prepare a Land Bank of suitable Government land for Tourism Projects. They should obtain full land details including revenue village, Sy.No., village map, field map, the location in the Google Map and all other details.

In addition to Government Land Bank, the Regional Director Tourism and Executive Director will also, through a transparent process, identify private land parcels where the land owners are willing to sell / lease / develop their land for various tourism projects. For the private land bank also, all the details of the land, like revenue Village, Sy.No., Village map, field map, the location in Google Map etc. shall be maintained by the Regional Director Tourism and Executive Director.

(4)(vi) Organize Tourism Festivals : The Regional Director Tourism & ED shall organize the Mega Tourism Festivals as the Principal Coordinator. He under the supervision of District Collector, shall endeavour to make these festivals as Mega Tourism Festivals, which attract tourists from within the State, outside the State & foreign tourists.

In addition to the Mega Festivals, there will be often District Tourism Festivals. The Regional Director, Tourism & ED will assist the District Collector in conducting these festivals & nominating local district / division official, who will be the nodal officer for the conduct of the festivals.

(4)(vii) Cultural Programmes:
In each hub, the Regional Director Tourism & Executive Director will identify & promote active organisations for conducting Cultural Programmes on a regular basis at the Hubs. He will also, in coordination with the Director of Culture promote conduct of regular Cultural Programmes.

(4)(viii) Stakeholder Group Interaction:

a) Regional Director Tourism & ED will hold continuous Stakeholder consultation with Hotel and Resorts, Taxi Service Providers, Travel Agents, Airlines, Bus Operators, Travel and Tour Package Operators, Local Bodies, ULBs, Forest Department, Zoo Authorities, Endowments etc., Port, Airport, Railway, Navy Authorities, other Government of India agencies, State Government Regulatory Authorities, ASI and other organisations including Confederation of Indian Industries (CII), FICCI, Local Chamber of Commerce, INTACH, Local Forum etc. with a view to promote sustainable tourism in the hub.

b) APEX Scheme: Andhra Pradesh Experts (APEX) scheme has been launched to identify and partner with groups which will operate as key partners for promoting inbound tourism in AP and act as partners for various roadshows, expos and events. The Regional Director and ED shall be responsible for identification and registration of members for APEX, conducting FAM tours & awareness workshops, work closely with them to increase inbound tourism, organise various events/ roadshows along with these stakeholders and manage overall membership to the scheme in his/ her hub.

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c) Regional Director Tourism & ED will endeavour to set up and thereafter, co-ordinate Tourism Promotion Bureau with local Stakeholder group for boosting of Tourism in this regional hub.

(4)(ix) Marketing Strategies

The Regional Director, Tourism & Executive Director will undertake development of Marketing Strategies for each of the Tourism destinations in the hub. They shall develop Marketing Strategies for each theme; for example, for Beaches, Hill Stations, Eco Tourism destinations, Buddhism sites, Heritage sites, Religious Tourism, Recreation and Adventure sports trekking, water sports etc., Spiritual / Wellness Centres Medical Tourism. They shall also Participate in Trade fairs and promote participation by local Stakeholders in Trade fairs. They will also organize FAM Tours and take all other measures, as required for promoting the destinations.

(4)(x) Tourism & Hospitality Management

The Regional Director Tourism and EDs shall coordinate Skill Development and Human Resource Development Programme in tourism sector (especially trainings in SIHM & others institutions). They will also coordinate and assist in setting up of new Tourism Institutes to build capacity among the local youth.

(4)(xi) Athidi Devo Bhava

The Regional Director Tourism and EDs shall undertake activities to promote the culture of "Atithi Devo Bhava" among local public in area of their Jurisdiction, especially in tourist places. They will work in close liaison with Local Bodies for Clean and green tourist places. They will also work with local police officials for safety & security of tourists. They should also organize programmes / workshops and trainings for Taxi Drivers, Ticket Counter Assistants, Tourist Amenities service providers, other Tourism Service providers etc who have direct interaction with tourists.

(4).(xii) Daily Input on News / Activities

The Regional Director Tourism & EDs will
(a) Provide information to local press and media on various tourism activities.
(b) Provide daily inputs on news / activities to Website Manager, Social Media Manager and PRO in Head Office.

(4).(xiii) Special Activities / Projects

Each hub will have certain special tourism projects. For example some may have sea cruises, river cruises, canal cruises, some may have a mega amusement park; a heli tourism, houseboat, etc. The Regional Director, Tourism & ED will coordinate all special activities / projects. They should constantly endeavour to have unique and special projects / activities in their area, which makes the hub a major tourist attraction with unique features.

(4)(xiv) Access Road

The Regional Director Tourism and Executive Director shall maintain very close relationship with the Urban Development Bodies, the Municipal Bodies and the local Gram Panchayat to ensure that the approach road to the tourist attractions; the general beauty of the approach road; the avenue plantation along the approach road; general cleanliness of the tourist area and overall beauty of the tourist place is well maintained. As part of this exercise, if necessary, they should also in touch with the R & B Authorities, Panchayat Raj Engineering Wing and other bodies to ensure proper and beautiful access to the tourist attractions.

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(4).(xv) Connectivity

The connectivity to hub is crucial and hence the Regional Director Tourism and Executive Director shall maintain contact with the Airlines, Railways and the APSRTC and Bus Operators to see that the good connectivity is provided to hub locations from all major towns & cities.

(4)(xvi) Increase branded rooms' capacity in each hub

It is important that the hotels and resorts facilities in each hub meet certain minimum standards for the tourists to have a seamless experience. The minimum star rating standards have been prescribed by MoT, Government of India. Some private hotel aggregation agencies have also developed their own rating systems for hotels and resorts. The Regional Director / Executive Director shall maintain contact with all existing and upcoming hotels/ resorts and encourage them to meet the minimum standards prescribed so that branded rooms in each hubs increase. This would include construction of new hotels/resorts, bed & breakfast units etc..

(5) As the above job / work profile are being handled by different agencies like COT, APTDC, PMU in Secretariat, Culture etc. it is desirable that for each of the functions listed above in para 4. it be indicated as to which office in Head office will the Regional Director Tourism & ED coordinate with and report to. Similarly, the District functionaries who would be assisting Regional Director Tourism and Executive Director in the discharge of the above functions also need to be indicated for the purpose of clarity. The table below indicates office with which, the Regional Director and Executive Director will coordinate at the Head Office as well as the District Officer/s who would be assisting the Regional Director Tourism & ED in discharge of the function as listed in Job/Work profile.

Sl. No.	**Job Work Profile**	**Officer with whom to Coordinate in the Head Office**	**District Officials and functionaries who would work with Regional Director and ED in the discharge of the function.**
1	Private Investments in Tourism Sector	• Commissioner of Tourism Office • DD O/o. COT • PMU	DTO / ATO / TIO /ATIO
2	PPP Projects in Tourism Sector	• MD, APTDC office • PPP Cell, APTDC • ED Projects, APTDC • PMU	• DVM APTDC • DTO / TIO/ATO/ATIO
3	Government Projects in Tourism Sector	• MD APTDC office • ED (Projects), APTDC • SE APTDC	• EE, DEE & AE / AEE APTDC
4	Tourism Product Development	• Commissioner of Tourism Office • PMU	• DTO / ATO / TIO/ATIO • DVM, APTDC
5	Land Bank	• Commissioner of Tourism Office • PMU	• DTO/ ATO/ TIO/ ATIO • DVM, APTDC
6	Organize Tourism Festivals	• Commissioner of Tourism • Nominated Officer in O/o. COT	• DTO / TIO • DVM, APTDC
7	Cultural Programmes	• Director (Culture)	• DTO / TIO • DPRO
8	Stakeholder Group	• Commissioner of Tourism • PMU, Secretariat	• DTO / TIO

9	Marketing Strategies	• Commissioner of Tourism • Nominated Officer in O/o. COT	• DTO / TIO • Officer Incharge of marketing in O/o. DVM
10	Tourism & Hospitality Management	• Commissioner of Tourism • Nominated Officer in O/o. COT	• DTO / TIO
11	Athidi Devo Bhava	• Commissioner of Tourism • Nominated Officer in O/o. COT	• DTO / TIO
12	Daily Input on News / Activities	• Commissioner of Tourism office • PRO, PMU, Secretariat	• DTO / TIO • DVM, APTDC
13	Special activities / projects	• Commissioner of Tourism • PMU, Secretariat	• DTO / TIO • DVM, APTDC
14	Access Road	• Commissioner of Tourism office • PMU, Secretariat	• DTO / TIO
15	Connectivity	• Commissioner of Tourism office • PMU, Secretariat	• DTO / TIO
16	Increase Branded Rooms	• Commissioner of Tourism office • PMU, Secretariat	• DTO / TIO

(6) In light of the above functions and the officers who will assist the Regional Director and ED, it is important that the functioning and reporting of various tourism officers in the Hubs/ Districts is streamlined for better overall local performance. The same has been elaborated in the paras below :

(6)(i) DTO/ATOs / TIOs / ATIOs and all the District Officers functioning in the Office of DTO / TIO shall be under the full administrative control of Regional Director Tourism and ED APTDC in their jurisdiction.

(6)(ii) The DVM of APTDC shall closely coordinate with the Regional Director Tourism and ED for all Tourism related functions. It may be noted that the Regional Director and ED will not be responsible for day – to –day running of hotels / other units of the APTDC and that responsibility will vest on the DVMs only. The responsibility of the Regional Director and ED shall be of overall Tourism Development and promotion and to that extent, all DVMs shall work under close direction and supervision of the Regional Director & EDs. Further, all issues of APTDC connected with the overall tourism development in the hub shall be coordinated by the Regional Director and ED through the DVMs and EEs.

(6)(iii) The Executive Engineer and Engineering Staff shall work in close supervision of the Regional Director / ED. Regional Director / ED shall supervise all EE and Engineering staff in their jurisdiction for all administrative matters related to projects implementation & monitoring. However, the Technical matters will be looked after by EE and Engineering staff under technical supervision of Superintending Engineer, APTDC.

(6)(iv) In order for the above coordination to be effectively achieved, Districts Tourism Officer / TIO of the district in which Regional Director & ED APTDC office is located and his staff and the Executive Engineer and staff in the hub headquartes officers in the hub will be located in the same office building as the office of Regional Director & Executive Director, APTDC. Managing Director, APTDC shall ensure that suitable office space is provided for the Regional Offices of Regional Director and ED, with sufficient space to accommodate the above staff.

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(6)(v) Regional Director and Executive Director shall represent the Tourism Department and APTDC at all district meetings, hub meetings and local forums and will represent Tourism Department at district level/ regional level with all District and Regional offices. District Collectors and all other officials in the districts shall invite the Regional Director and Executive Director for all tourism related meetings in the districts.

(6)(vi) It is highlighted that the District Collectors shall not allocate any nontourism related work to Regional Director and Executive Director, APTDC.

(6)(vii) Regional Director and ED office shall have the required staff, which shall at the minimum, include:

(a) Assist Manager/ Jr.Manager.
(b)) Senior Assistant/ Junior Assistant (with full computer knowledge)
(c) Senior Accountant/ Junior Accountant (with full computer knowledge)
(d) Office Subordinate.

These will be for smooth running of the Regional Director and ED Office. The DTO/ TIO and EE will have their own staff as per their respective strengths.

(6)(viii). The Managing Director, APTDC will see systems are put in place for smooth processing and payment of salaries, allowances and other admissible items of expenditure for Regional Director and ED and all the staff who are posted at the Regional Directorate.

(6)(ix). Similarly, Managing Director, APTDC shall ensure that vehicles, office equipments, furniture etc. and required funds for office expenditure and other miscellaneous expenditure are made available for office expenditure items so that the Regional Director Office functions smoothly.

(6)(x). Expenditure, in respect of office of Regional Director and ED under items 6(iv) to 6(ix) will be maintained under a separate Head of Account created for this purpose in the APTDC.

(6)(xi). Regional Director and Executive Director shall be reporting to Commissioner of Tourism, Managing Director of APTDC as well as Principal Secretary (Tourism). To have uniformity, the Regional Directors will take leave and travel approvals from Principal Secretary (Tourism) and also work under his close supervision. All the leaves and travel accounts shall be maintained in the APTDC.

7. The Vice Chairman and Managing Director, A.P. Tourism Development Corporation Limited, the Commissioner of Tourism and the Youth Advancement, Tourism and Culture (PMU Wing) Department, the Regional Director, Tourism and Executive Director, APTDC, Director of Culture and Director of Archaeology & Museums shall take necessary further action in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

NEERABH KUMAR PRASAD
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Commissioner of Tourism, A.P., Hyderabad.
The Vice Chairman and Managing Director, A.P.Tourism Development Corporation Ltd.
The Youth Advancement, Tourism and Culture (PMU Wing) Department.
The Director of Culture, A.P., Hyderabad.
The Director of Archaeology and Museums, AP, Hyderabad
All the District Collectors of Andhra Pradesh
All Regional Directors, Tourism (RDTs) & ED, APTDC

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Copy to :
The P.S. to the Secretary to Chief Minister, A.P..
The PS to the Principal Secretary to Govt.(Tourism), YAT&C Department.
The Accountant General, A.P., Hyderabad.
The Director of Treasuries and Accounts, A.P., Hyderabad.
The Pay and Accounts Officer, A.P., Hyderabad.
Finance Department

// FORWARDED BY ::ORDER//

SECTION OFFICER